

HEINL RADIO BUSINESS LETTER

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No. 747.

August 7, 1934.

BROADCASTING DIVISION PLANS LITTLE BESIDES SURVEY

Hampson Gary, chairman of the radio division of the Communications Commission, said that aside from the routine activities carried on by the Radio Commission the radio division of the new Commission, which amounts to about the same as the old Commission, has no radical plans in mind at the present time. Judging from what Mr. Gary said the division will confine itself principally to "keeping on, keeping on" until it receives further instructions from Congress when that body meets next January.

The principal new work of the Commission, Mr. Gary said, will be the survey in preparation for the recommendation to Congress as to whether or not the legislative body shall stipulate a fixed percentage of broadcasting facilities to educational, religious and other non-profit making programs or radio stations.

"I find my work interesting and indeed fascinating", said Mr. Gary. "It is my intention to make a complete survey of the broadcasting field with the hope of being able to suggest ways and means to iron out some of the rough spots now present. My first concern, of course, under the law, and following my own impulses, is for the listeners.

"My colleagues are a unit on this subject and it is most gratifying to note their enthusiastic cooperation in all matters tending to improve the service to listeners throughout the country."

While viewing the broadcast structure from a national viewpoint as paramount, Mr. Gary declared there are problems confronting listeners in his home state of Texas which do not prevail elsewhere because of the vast territory embraced within the borders of that state.

"The quota system heretofore applied", he said, "works an injustice to those living in Texas and in some of the other sections of our great country. People living in sparsely settled sections of the country are the ones to whom radio should prove the greatest boon and blessing. Residents of congested sections have all sorts of other diversions and entertainment and means for keeping posted on the affairs of the nation and the world. Those living in the rural

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sections depend largely on radio to keep them in direct touch with the outside world."

Mr. Gary said he intends to make a careful study of synchronization as it may offer possibilities for the solution of some problems confronting rural listeners in Texas and elsewhere. He is watching with keen interest experiments now being conducted whereby KRLD at Dallas, and WTIC, Hartford, Conn., operate full time simultaneously on the same frequency - 1040 kc, and other experiments being conducted on the same channels by stations operating simultaneously part time.

He pointed out several stations are also being operated successfully on a common frequency, full time, by means of matched crystals.

"Engineers tell me", he said, "that the real tests of synchronization will come this winter when propagation of signals will be at its best. It is my hope that these tests will prove satisfactory, for then we can find room for more stations and can provide full time operation for other stations now obliged to split time, thus providing radio programs to many communities now served only a few hours each day.

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JUDGE SYKES EXPLAINS COMMUNICATIONS ACT

Judge Eugene O. Sykes, chairman of the Federal Communications Commission discussed briefly some of the most important provisions of the Communications Act in a radio address over the Columbia Broadcasting System last Friday night. Judge Sykes spoke through Station WJSV in Washington.

The Chairman expressed no opinions with regard to the merits of the Act, but merely explained for the benefit of the average listener what the Communications Act provided for.

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WASHINGTON PLANS TWO MORE "VOICE OF SAFETY" CARS

The "Voice of Safety" police automobile, which began cruising the streets with a loud-speaker warning to careless motorists and pedestrians, has proved efficient enough to warrant two additional machines, in the opinion of Police Chief E.W. Brown.

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The regulation patrol cars of the Traffic Bureau are to be equipped in the near future with loud speakers. These will lecture on the enforcement of traffic regulations while proceeding about routine police duty.

Sergt Walter H. Thomas, assistant traffic director of the safety campaign, estimated that the observance drive now on in the Capital was saving the motoring public between \$150 and \$200 a day in fines.

Two more vocal cars, Sergt Thomas said, should cut down the traffic penalty bill to reasonable proportions. The Police Department would be happy to deprive the District of this source of revenue if it would make Washington's well-known reckless drivers "safety conscious," Sergt Thomas declared.

There were some amusing incidents when the "Voice of Safety" (an automobile painted white equipped with a loud speaker and manned by two Washington traffic policemen) cruised about the City.

An ice cream vendor, pushing a two-wheeled cart in quest of business, was walking blissfully along in the street some yards from the curb. "The ice cream man will please keep over to the right!" the Voice announced in stentorian tones. The ice cream man moved over, stopped and scratched his forehead. It was obvious he had never heard about the Voice of Safety until that moment, and he was perplexed. "Stop back of the cross walk while waiting for the green light," the Voice warned a truck driver who had edged across the white line. The driver grinned sheepishly and made a gesture of compliance.

"Boy, get up on the sidewalk!" - - this to a dirty faced urchin on Pennsylvania Avenue. The boy got up, his eyes wide as he looked around to make sure the remarks were not directed to some one else.

A pedestrian was walking across the avenue at Sixth Street. He was brought to an abrupt halt by the voice "You're walking against the red light - that's very dangerous," the man was told. He laughed good-naturedly and waved his acknowledgment.

"Come on, Virginia, move along there," the voice said referring to a car with a Virginia license. "You're parked double - move on please." "Don't park abreast, please." The lady from Virginia - please don't park there - thank you."

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No one seemed offended, all seemed to take the admonishing in good grace - but nearly every one was embarrassed.

"It's working fine, so far," a municipal officer remarked. "But wait until the Voice of Safety accosts the wife of some congressman or other official - I fear the worst!"

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DO RADIO STARS EARN THEIR PAY (Continued)

Amos and Andy offered to swop photos of themselves for Pepsodent cartons and got 75,000 takers in a week, Robert Eichberg wrote in "Radio Stars".

"Add it up", Mr. Eichberg continues, "right here we have a total of 2,895,000 cartons, not letters, but cartons, each representing a 25-cent sale, sent in by listeners replying to only three ideas. Do a little multiplication and then decide whether or not the Pepsodent programs earn their pay.

"Then take the Kraft Musical Revue which featured Al Jolson and Paul Whiteman in a presentation running for 2 hours in New York and 1 hour in New England. We are told that each of these stars rates \$5,000 a show and, with the station time and all, it cost Miracle Whip Salad Dressing a pretty penny. Well, was it worth the money?

"Let John H. Platt, Kraft's advertising manager tell you, as he told Sales Management, "Inside of 3 weeks from the first announcement, 85 percent of the distributors in the territory stocked Miracle Whip. In 6 weeks it was in first place in sales throughout New York and New England." True, newspapers and other media were used in this campaign, but radio gets a big share of the credit.

"Irene Wicker, - that's not a mistake in her first name, a numerologist told her to spell it that way - is one of radio's best saleswomen. As "Kellogg's Singing Lady", heard over the blue network late every afternoon except Saturday and Sunday, she has been directly responsible for 38 women getting steady jobs. No Irene didn't hire them, but their work is to take care of her fan mail, and it keeps them mighty busy. You see, the Singing Lady offered to send her song book to people mailing her tops from Kellogg packages, and about 14,000 a day take advantage of the offer. So Irene is responsible for nearly 100,000 sales of Kellogg products every week.

"Cities Service spends about \$300,000 a year on broadcasting and has been on NBC over 7 years. Its program features Jessica Dragonette. Now \$300,000 is a lot of money, but through radio broadcast advertising in one month they sold over 20,000 shares of common stock and one order for 50,000 barrels of oil. Down in Dallas, Tex., a salesman closed a contract for 9,000 gallons of Koolmotor gasoline monthly, as a result of radio; these are only a few examples. So, you see, they get their \$300,000 back.

"The Carnation Milk Co. put on a contest for a slogan during their weekly half hour over 37 NBC stations, and, during the 13 weeks the contest lasted, received 659,270 slogans, most of them written on labels taken from the cans.

"Graham-Paige motor cars once put the Detroit Symphony Orchestra on the CBS chain in a series of weekly half-hours. A copy of a poem by Edgar A. Guest was offered anyone visiting the showrooms. About 50,000 people a week took advantage of the offer, and Graham-Paige had to increase their factory production schedules about 50 percent to meet the resulting demand for their cars.

"Walter Winchell clicked big on the same network when he broadcast for La Gerardine, a hair lotion selling for one and two dollars a bottle in competition with other products, many at 10 cents. Before Winchell took the air "Gerry" wasn't sold in drug stores. When he finished not only did they have complete distribution, but sales had increased 250 percent before the broadcast had been running 2 months. He's doing another grand job on Jergen's Lotion right now.

"The networks always point with pride to sponsors who have been on the air continuously over a long period of time. "Would they", station officials ask, "have stayed on so long if their programs didn't pay?" To which we can only answer, "No one can fathom the mind of a radio sponsor. Let's see some figures."

"In response they trotted out a handsome set of statistics on the A. and P. Gypsies, whom Harry Horlick had on NBC continuously since 1924, save for a 2-months' vacation in 1927. They've played 66 solid months on the air since 1927, which is a longer run than even Abie's Irish Rose. They're credited with increasing the chain store's sales 173 percent.

"And now to take a peek at inexpensive broadcast. Ida Bailey Allen, as you know, broadcasts at a time of day when charges for time are low. Likewise she appears under the joint sponsorship of several trade-marked brands, which further reduces the cost for each of her sponsors.

"One of them who makes a product retailing for 15 cents, had 7,000 handy little kitchen appliances left over from a former premium stunt and asked Mrs Allen to give them away over the air. So she offered one to anybody sending in 10 flaps torn from the product, thus proving actual sales of \$1.50 for each request. Suddenly the advertiser found that all the appliances had been given away. Still package tops poured in, until more than 200,000 had been received. The cash return, as proven by package tops, was \$304,500 from just that two-line announcement."

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FINCH TALKED OF AS TELEGRAPH DIVISION DIRECTOR

W.H.G. Finch, head of the International News (Hearst) Service radio department is being prominently mentioned as the Director of the Telegraph Division of the Federal Communications Commission.

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BOSTON AND PROVIDENCE CASES SET FOR HEARING

Applications of stations in Boston and Providence have been set for hearings by the Broadcasting Division of the Radio Commission. The dates will be announced later.

Station WHDH, Matheson Radio Co., of Boston has applied for a modification of license to increase hours of operation from daytime to unlimited time using 500 watts night, 1,000 watts daytime until sunset at Denver. This will be heard by the entire Commission, along with an application by WNAC, Boston.

WJAR, The Outlet Co., Providence, has applied for modification of license to increase power from 250 watts night, 500 watts daytime, to 1,000 watts day and night.

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RADIO MAKING PROGRESSES IN SOUTH AFRICA

When the Grahamtown radio station is opened some time this year in the Union of South Africa, that country will have complete radio coverage with satisfactory reception, according to Acting Commercial Attache E.B. Lawson, Johannesburg, in a report to the Commerce Department.

According to current estimates, the report states, there will be over 100,000 licensed receiving sets in the Union by February of next year.

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ADMIRAL McNAMEE TO OPEN MACKAY WASHINGTON SERVICE

Admiral Luke McNamee, president of the Mackay Radio and Telegraph Company of California will inaugurate the first commercial radio telegraph service between Washington and other cities, Wednesday August 8.

That they may witness the opening and meet Admiral McNamee, invitations to a luncheon at the Mayflower have been extended to Communications officials and others of prominence at the Capital. Arrangements for the luncheon are in the hands of Frank C. Page, of New York, vice president of the International Telephone and Telegraph Company.

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COMMODORE STANLEY HUBBARD ESCORTS PRESIDENT ROOSEVELT

Several prominently identified with radio have been among those to extend a welcome to President Roosevelt on his trip from the West Coast. Senator Dill greeted him at Spokane and many are of the opinion that the President may have urged the Washington Senator to reconsider and to run again, as the latter has until Saturday(August 11) to definitely file his intentions.

Stanley E. Hubbard vice president and general manager of KSTP, St Paul noted yachtman in those quarters, will act as commodore of the flotilla of 25 yachts which will escort President Roosevelt from Wabasha(Minn.) to Winono, Wednesday afternoon, (August 8.)

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SARNOFF PRAISES MARCONI'S MICRO-WAVE HARBOR BEACON

Returning from two months abroad David Sarnoff president of the Radio Corporation of America said he had a conference in London with Senator Guglielmo Marconi and learned at first hand of the inventor's plan to pilot ships into port and their berths in the docks by the use of short wave, or centimeter wave lengths and said that he regarded the invention as highly important for the shipping world.

"The device might readily," he said, "be used, when perfected, on all lightships outside of New York or any other port to guide vessels safely into the harbor in fog or heavy snowstorms."

"Germany, Great Britain, Holland and France are all doing research work in an effort to perfect television," Mr. Sarnoff added, "but I did not see anything abroad which is superior to developments along the same lines in the United States." He said that the British has appointed a commission of experts to study the subject.

Mr. Sarnoff added that business had much improved in Great Britian but was generally dull in France.

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PICTURE PEOPLE JOIN BROADCASTERS IN FIGHT ON COMPOSERS

As a part of their opposition, the American Society of Composers new seat tax scale the film people have requested permission of the National Association of Broadcasters to intervene in a suit that the NAB has pending against the Society. A letter requesting authority to join radio as a co-litigant in its test cast was addressed to Newton D. Baker chief counsel for the NAB. This action was filed last year in behalf of WIP, Philadelphia, with the New York Federal Court. It charged the Society with being a monopoly and asked that the performing rights combine be ordered dissolved.

It is also reported that the picture interests will endeavor to subject the composers to a Congressional investigation in the hopes of having the copyright laws revised.

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BROADCASTING DIVISION ACTS UPON NUMEROUS APPLICATIONS

The Broadcasting Division of the F.C.C. took the following action at its meeting Tuesday afternoon (August 7.)

Albert S. Moffat, Lowell, Mass granted CP to move transmitter and studio from Lexington to Lowell, Mass; 1370 kc, 100 w night 250 w. day; specified hours. WLEY
WBAA Purdue University, W. Lafayette, Ind. suspended grant for Mod. of Lic to change frequency from 1400 to 800 kc and application set for hearing because of protest of WILL, Urbana, Ill.
WDAF Kansas City Star Co., Kansas City, Mo. denied petition to intervene in the proceedings with refernce to the application of WHB Broadcasting Co., Kansas City, for special auth. to operate on 1120 kc, 500 w. from 1S to midnight at Kansas City.

Also WBAP Carter Publications Fort Worth, Texas, granted petition for regular renewal of license. WBHS Radio Sta, Huntsville, Ala. Granted regular renewal of Lic to continue operation at Huntsville, Ala. and consent to Vol. Assign of Lic. to Virgil V. Evans. Appl to move sta to Greenwood S C has been withdrawn. WOL American Broadcasting Co. Wasnington, D.C. denied request for hearing on protest against grant made June 15, 1934, of an increase in day power from 500 w to 1 KW to WRC, Washington, on the ground that the allegations in the protest are "vague" problematical and conekctural and are not such as to present substantial interest."

Also WHDF The Upper Mich Broadcasting Co. Calumet, Michigan, granted CP to move transmitter from Calumet to outside of Larium, Mich, and make changes in equipment. WKBZ, Karl L. Ashbacher, Muckegon, Mich. granted Mod of CP to change location of station locally in Muskegon and extend commencement date to Aug 8.

Also WCAL St. Olaf College, Northfield, Minn. granted license 1250 kc, 1 KW night, $2\frac{1}{2}$ KW day; specified hours. KWYO R.E. Carroll d/b as Big Horn Broadcasring Co. Sheridan, Wyo. granted license; 1370 kc 100 watts, unlimited. WTRC The Truth Publishing Co. Inc. Elkhart, Ind. granted Vol Assign to Lic to Truth Radio Corp. KMBC Midland Broadcasting Co. Kansas City Mo. granted license for auth to change type of equipment auth by CP. WDGY Dr. Geo. W. Young, Minneapolis, Minn granted license covering new eqpt and increase in power from 1KW to 1KW night $2\frac{1}{2}$ KW day; 1180 kc ltd time. WMAL Nat'l Broadcasting Co. Wash ington, D.C. granted license for auxiliary purposes 630 kc, 250 watts night 500 w. day.

Also KWKC Wilson Duncan Broadcasting Co., Kansas City, Mo to operate without approved freq. monitor for a period not to exceed 15 days. WKRC WKRC, Inc Cincinnati, O Spec Temp. Auth. extended for period Aug 3 to 16 incl. to operate without an approved freq. monitor. WHBC Edward P. Graham, Canton, O. to operate simultaneously with station WNBO from 9 to 11 pm EST Aug 13, and 9 pm to 12 pm EST Aug 14; also granted spec temp auth to operate from 12 midnight to 6 am EST Aug 15. KLS S.W. Warner & E.N. Warner c/o Warner Bros. Oakland, Cal. Mod of Lic. to increase hours of operation from daytime to unlt'd. WBZA Westinghouse Elec & Mfg Co. Boston, Mass. Spec Exp Auth to transmit dissimilar programs over WBZA daytime up to 1 hour before sunset, when synchronized with WBZ, for period of 30 days.

The following miscellaneous cases were acted upon:

New Seymour Turner, Portable (Phila, Pa.) granted experimental Visual Broadcasting CP to Nov 1, 1934 65000 to 75000 kc. 5 watts. QATR Harold Thomas, Waterbury, Conn. denied Spec Temp Auth to operate on 1200 kc, 100 watts, unlt'd. time until station WORC in required to revert to its regularly licensed freq. of 1200 kc. WLTH Voice of Brooklyn, Brooklyn, N.Y. Mod of Lic. to operate on 1400 kc, 500 watts, WLTH $\frac{3}{4}$ time, WBBC $\frac{1}{4}$ time, heretofore set for hearing, was dismissed at request of applicants.

New Joseph Pappalardo, Lawrence, Mass. CP for new station to operate on 1120 kc, 100 wats, inlt'd time. heretofore designated for hearing was dismissed at applicant's request. New American Radio Productions Inst Inc Brooklyn, N.Y. CP, 1400 kc. 500 w unlt'd time (Fac of WBBC, WLTH, Ward and WVFW) heretofore designated for hearing, was denied because applicants failed to enter appearance within time allowed.

NBC NEW AND RENEWAL ACCOUNTS

NEW - Parmalee System Inc. (Taxi Service) World Wide Advertising Corp, starts July 30, 1934, time Mon, Wed, Fri 6:15 to 6:30 PM EDST; WEAF only- Program "The Parmalee Harmony Taxi Drivers" -Laddt Trio and White. RENEWAL - The F.W.Fitch Co Fitch's Shampoo) Des Moines, Iowa, Agency L.W.Ramsey Co., Davenport Iowa starts Sept 9, 1934. Sundays 7:45 -8:00 PM . 11:00-11:15 PM Network -7:45-8 WEAF WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WKBF 11:00 - WTMJ KSTP WIBA WEBC WDAY KFYZ WKY WBAP KPRC WOAI KTBS KOA KDYL KGO KFI KOMO KHQ WDAF. -Program "Irene Besley."

CHANGE Effective July 24 and thereafter the PROCTOR AND GAMBLE CO. Program "Ivory Stamp Club with Tim Healy" will be heard on Tuesday, Thurs Sat at 7:00-7:15 PM instead of 6:30- 6:45.

NEW Proctor & Gamble Co (Draft) Cincinnati Ohio. Agency H.W.Kastor & Sons, 360 N Mich Ave Chicago, Ill starts Aug 14, 1934. Time Tues, Wed, Thurs 3:15- 3:30 PM; 3:30 -3:45 PM starting Aug 2. Network WLW WHO WOW WDAF WIBA KSTP Program "Rainbow Court"-dramatic show with Irna Phillips, Irene and Walter Wicker and Lucy Gilman.

NEW Bonwit Teller & Co (Woman's Wear) 721 -Fifth Ave Agency Cecil Warwick & Cecil, Inc. New York, Starts August 3 only, Friday 7:00-7:15 PM EDST WJZ only. Paris Style Openings by May Birkhead from Paris, France.

NEW Ironized Yeast Co. Atlanta, Ga. starts Sept 11, 1934. Tues, Thurs and Sat 7:30-7:45 PM -12 stations-originating WABG Whispering Jack Smith and His Orchestra-Agency Ruthrauff & Ryan Inc. (Columbia Broadcasting Company) Also NEW Brillo Mfg Co. Brooklyn, N.Y. Oct 7, 1934 Sunday 12:30 -12:45 PM 24 stations Program "Tito Guizar's Midday Serenade".

NEW United American Bosch Corp (Radios, automobiles horns and magnetos, etc) Springfield, Mass Agency E.T.Howard Co Inc., Starts August 19, 1934. Sundays 5:30-5:45 PM EDST Network WJZ WBZ WBZA WBAL WMAL WSYR WHAM KDKA WGAR WJR WCKY WENR KWK KWCR KSO KOIL KREN KSTP WKBF WTMJ WIBA WEBC WDAY KFYZ WSM KWCR WMC WSB WAPI WJDX WSMB KOA KDYL KGO KFI KGW KOMO KHG. Program - "Radio Explorers Club."- Historical talks by explorers from the Museum of Natural History with incidental music.

NEW Wheatena Corp. Rahway, N.J Agency McKee & Albright Starts August 27, 1934. Mon to Fri incl. 6:45 to 7:00 PM EDST Network WEAF WEEI WTIC WJAR WTAG WCSH WFI WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WLW Program "Billy Batchelor"-dramatic sketch

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::::BUSINESS LETTER NOTES::::
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William S. Paley, president of Columbia, is due back from the West Coast this week, and Edward Klauber, vice president who has been sitting on the lid in Mr. Paley's absence will start on his vacation.

Mr. Klauber was one of those who attended the recent dinner given to the new Communications Commissioners in Washington.

Benedict Gimbel, Jr., president of WIP, Philadelphia was a visitor at the New York headquarters of the American Broadcasting System to discuss with network officials details regarding programs and the recent affiliation of his station with the chain.

Station WHBM, Green Bay, Wis., has filed an appeal from a decision of the old Federal Radio Commission denying WHBM the right to change from 1200 to 1360 kilocycles and increasing its power from 100 to 1,000 watts. WHBM is seeking the facilities of WGES, Chicago and WIND, Gary, Ind.

An inconspicuous carbon-type microphone from the early days of commercial broadcasting is a radio relic in the private office of Le Roy Mark, president of WOL, member station of the American Broadcasting System in Washington, D.C. The instrument was used in 1926 for his first broadcast from the White House by Calvin Coolidge, who was inducted into office as President of the United States eleven years ago.

Speaking at a symposium on ballroom dancing, Samuel L. Rothafel, "Roxy", announced that in the near future he would return to the stage work that has made his name famous.

"Roxy" will be heard over a Columbia network at an early date sponsored by Fletcher's "Castoria."

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